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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the
application:

Listing of Claims:

1   (Currently Amended) A method for customizing tags in digital images captured

with an image capture device that stores the digital images in image files, each image

file including one or more images tags each having a corresponding first pre-defined

function, the method comprising:

(a)   storing a key ID and a definition on a server in a network, the ~~one or more~~

~~definitions~~ definition for altering the corresponding first pre-defined

function of at least one of the one or more image tags to create one or

more custom tags for one or more of the image files, each custom tag

having a second function that is different from the corresponding first

pre-defined function;

(b)   receiving a plurality of the image files at the server over the network,

wherein each of the image files includes image data, the key ID, and the

one or more custom tags containing data; and

(c)   automatically recognizing the image files by the key ID and using the

corresponding stored definition to extract the data from the one or more

custom tags to make the data available to a user along with the image

data.

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2   (Previously Presented) The method of claim 1, wherein (a) further includes:

        (i)   receiving the definition of the one or more custom tags from a developer

        over the network.

3   (Previously Presented) The method of claim 2, wherein (a) further includes:

        (ii)   assigning the key ID in response to receiving the definition of the one or

                 more custom tags to enable the developer to incorporate the key ID into a

                 camera application that is to be run on the image capture device for

                 generating the image files.

4   (Previously Presented) The method of claim 3, wherein (b) further includes:

        (i)   extracting the image data and the one or more custom tags from each

                 image file and storing the image data and the one or more custom tags in

                 at least one database.

5   (Previously Presented) The method of claim 4, wherein (c) further includes:

        (i)   allowing a user to log onto the server using a user ID to make a request to

                 view the image files received at the server.

6   (Previously Presented) The method of claim 5, wherein (c) further includes:

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     (ii)   in response to the user logging in, retrieving the image data and the one

           or more custom tags using the user ID,

     (iii)   using the key ID to retrieve the definition of the one or more custom tags,

           and

     (iv)   dynamically building and displaying web pages containing the retrieved

           image data and the one or more custom tags based on the retrieved

           definition and taking any actions specified in the retrieved definition with

           respect to the one or more custom tags.

7   (Previously Presented) The method of claim 1, wherein (b) further includes:

     (i)   extracting the one or more custom tags from the image files when image

           files are received at the server.

8   (Previously Presented) The method of claim 1, wherein (c) further includes:

     (i)   extracting the one or more custom tags from the image files when image

           files are viewed.

9   (Previously Presented) The method of claim 1, wherein (b) further includes:

     (i)   receiving the one or more custom tags separately from the image files.

10   (Currently Amended) A computer-readable medium containing program instructions for customizing tags in digital images captured with an image capture device that stores the digital images in image files, each image file including one or more images tags having a corresponding first pre-defined function, the program instructions for:

    (a)   storing a key ID and a definition on a server in a network, the ~~one-or-more definitions~~ definition for altering the corresponding first pre-defined function of the one or more image tags to create one or more custom tags for one or more of the image files, each custom tag having a second function that is different from the corresponding first pre-defined function;

    (b)   receiving a plurality of the image files at the server over the network, wherein each of the image files includes image data, the key ID, and the one or more custom tags containing data; and

    (c)   automatically recognizing the image files by the key ID and using the corresponding stored definition to extract the data from the one or more custom tags to make the data available to a user along with the image data.

11   (Previously Presented) The computer-readable medium of claim 10, wherein instruction (a) further includes the instruction of:

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    (i)   receiving the definition of the one or more custom tags from a developer

over the network. .

12   (Previously Presented) The computer-readable medium of claim 11, wherein

instruction (a) further includes the instruction of:

    (ii)   assigning the key ID in response to receiving the definition of the one or

more custom tags to enable the developer to incorporate the key ID into a

camera application that is to be run on the image capture device for

generating the image files.

13   (Previously Presented) The computer-readable medium of claim 12, wherein

instruction (b) further includes the instruction of:

    (i)   extracting the image data and the one or more custom tags from each

image file and storing the image data and the one or more custom tags in

at least one database.

14   (Previously Presented) The computer-readable medium of claim 13, wherein

instruction (c) further includes the instruction of:

    (i)   allowing a user to log onto the server using a user ID to make a request to

view the image files received at the server.

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15   (Previously Presented) The computer-readable medium of claim 14, wherein

instruction (c) further includes the instructions of:

(ii)   in response to the user logging in, retrieving the image data and the one

           or more custom tags using the user ID,

(iii)   using the key ID to retrieve the definition of the one or more custom tags,

and

(iv)   dynamically building and displaying web pages containing the retrieved

           image data and the one or more custom tags based on the retrieved

           definition and taking any actions specified in the retrieved definition with

           respect to the one or more custom tags.

16   (Previously Presented) A system for customizing tags in image files produced by

a software-controlled Image capture device, comprising:

           a photo-service site on a network for receiving the image files from the image

capture device. each image file including one or more images tags having a

corresponding first pre-defined function, the photo-service site including,

                   means for storing a key ID and a definition on the photo-service site, the

           definition for altering the corresponding first pre-defined function of the one or

           more image tags to create one or more custom tags for one or more of the image

           files, each custom tag having a second function that is different from the

           corresponding first pre-defined function;

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means for receiving a plurality of the image files at the photo-service site

over the network, wherein each of the image files includes image data, the key

ID, and the one or more custom tags containing data; and

means for automatically recognizing the image files by the key ID and

using the corresponding stored definition to extract the data from the one or more

custom tags to make the data available to a user along with the image data.

17 (Previously Presented) The system of claim 16, wherein the receiving means

receives the definition of the one or more custom tags from a developer over the

network.

18 (Previously Presented) The system of claim 17, wherein the photo-service site

assigns the key ID in response to receiving the definition of the one or more custom

tags to enable the developer to incorporate the key ID into a camera application that is

to be run on the image capture device for generating the image files.

19 (Previously Presented) The system of claim 18, wherein the image data and the

one or more custom tags are extracted from each image file upon receipt and stored in

at least one database.

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20   (Previously Presented) The system of claim 19, wherein the photo-service site

further allows a user to log onto the photo-service site using a user ID to make a

request to view the image files received at the photo-service site.

21   (Previously Presented) The system of claim 20, wherein the photo-service site

further includes

        means for retrieving the image data and the one or more custom tags

using the user ID in response to the user logging in,

        means for using the key ID to retrieve the definition of the one or more

custom tags, and

        means for dynamically building and displaying a web page containing the

retrieved image data and the one or more custom tags based on the retrieved

definition and taking any actions specified in the retrieved definition with respect

to the one or more custom tags.

22   (Previously Presented) The system of claim 16, wherein the one or more custom

tags are extracted from the image files when the image files are received at the

photo-service site.

23   (Previously Presented) The system of claim 16, wherein the one or more custom

tags extracted from the image files when the image files are viewed.

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24   (Previously Presented) The system of claim 16, wherein the one or more custom

tags are received separately from the image files.

25   (Previously Presented) A method for customizing metadata tags in digital

images captured with an image capture device that stores the digital images in image

files, the method comprising:

    (a)   storing a metadata definition of a custom tag on a server in a network, the

        metadata definition having been received from a developer over the

        network for altering a first function of a metadata tag of an image file to

        create the custom tag for the image file, the custom tag having a second

        function different from the first function;

    (b)   associating a key ID with the metadata definition;

    (c)   providing the key ID to the developer so that the developer can assign the

        key ID to a camera application to store data and the key ID into the

        custom tag of the image file on the image capture device;

    (d)   receiving the image file at the server over the network, the image file

        including image data, the custom tag, the key ID and the data associated

        with the custom tag; and

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     (e)   automatically recognizing the image file by the key ID and using the

metadata definition associated with the key ID to extract the data from the

custom tag to make the data available to a user along with the image data.

26   (Previously Presented) The method of claim 25, wherein (a) further includes

allowing the developer to include instructions in the metadata definition for how the data

in the custom tag should be displayed.

27   (Previously Presented) The method of claim 26, further including providing the

image file with user tags for storing user settable data.

28   (Previously Presented) The method of claim 27, further including providing the

custom tag as part of the user tags.

29   (Previously Presented) The method of claim 28, further including providing the

image file with system tags for storing camera information.

30   (Previously Presented) The method of claim 29, wherein (d) further includes:

    (i)   extracting the image data and the custom tag from the image file and

    storing the image data and custom tag in at least one database.

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31   (Previously Presented) The method of claim 30, wherein (d) further includes:

    (ii)   allowing a user to log onto the server using a user ID to make a request to

        view the image data from the image file received at the server.

32   (Previously Presented) The method of claim 31, wherein (e) further includes:

    (i)   in response to the user logging in, retrieving the image data and the

        custom tag using the user ID,

    (ii)   using the key ID to retrieve the metadata definition of the custom tag, and

    (iii)   dynamically building and displaying a web page containing the retrieved

        image data and the custom tag based on the retrieved definition and

        taking any actions specified in the retrieved definition with respect to the

        custom tag.